

2023-2026 Strategic Plan



Our Philosophy

The Alzheimer Society of Durham Region believes that people affected by dementia have the right to enjoy the highest possible quality of life and quality of care. We believe that services should be tailored to the unique needs and interests of persons living with dementia and their care partners, regardless of the stage of the disease.

Key Priorities

Expand Our Reach and Impact



We will expand our reach and connect with more people living with dementia, their care partners and other members of Durham Region, increasing the number of people served by 5-10% every year

Innovative, Client Designed Programming that Supports Resiliency through Peer Connections and Mentorship



We will develop bold new programming that is co-designed with people living with dementia and their care partners to ensure our programs are inclusive, participatory, educational and involve peer-to-peer interaction.

Advance a Supportive and Knowledge-based Dementia Care Network



We will be positioned to support other organizations in raising awareness of services or treatments provided to persons living with dementia through advocacy, awareness, partnerships and knowledge transfer

Enhance the excellence, capacity and sustainability of the Alzheimer Society of Durham Region



We will ensure ongoing sustainability and reach additional people living with dementia while examining opportunities to diversify revenues while ensuring value for money

Key Initiatives to Achieve our Priorities

Develop new strategies and approaches to reach diverse populations in Durham Region

Expand programs and supports into regions and areas that are traditionally underserved in dementia supports

Strengthen our relationships with primary care physicians and primary care teams

Enhance public awareness, education and outreach

Co-design new program solutions for people living with dementia and care partners to ensure they are user friendly and address user needs

Nurture and grow client and volunteer engagement in the work of ASDR

Develop and implement a Peer Network Strategy to support health and wellness of people living with dementia and care partners in the community

Be identified as the "Go To" organization for education and training of health care professionals to grow the skilled dementia workforce

Expand strategic partnerships that contribute to dementia research and education in Durham Region

Develop hub models to support integration of dementia services in communities across Durham Region

Advance a Quality Improvement framework that is integrated across the organization and supports a culture of continuous learning

Achieve Accreditation

Develop and advance a cost-recovery model

Cultivate fund development initiatives in the areas of major gifts, planned giving, matching gifts and third-party events

Our Mission

To improve the quality of life of people living with Alzheimer's disease or other dementias and their care partners.

Our Vision

To live in a community where people living with Alzheimer's disease and other dementias are accepted and supported in their environment.

Our Values

Accountability Excellence
Collaboration Innovation
Respect Empowerment